

Detailed Audience Counts**Basic Smokers**

Segment	Description, Characteristics, & Call	Non-Menthol or Unknown		Menthol Smokers	
		Quantity	% Total Audience	Quantity	% Total Audience
Basic Smokers	Basic Smokers Nationwide	273,435	8%	55,584	4%
	• 1994 Basic Direct Program Responders	38,577	1%	10,592	<1%
	• Other 1993 & 1994 Media/Retail Responders	109,823	3%	13,248	1%
	• Mailed But Not Yet Responded	120,085	4%	30,054	2%
	• Not Yet Mailed	4,950	<1%	1,690	<1%

Competitive Smokers, Discount and Generic/Store

Segment	Description, Characteristics, & Call	Non-Menthol or Unknown		Menthol Smokers	
		Quantity	% Total Audience	Quantity	% Total Audience
Competitive Discount Smokers	Competitive Discount Smokers Nationwide	1,155,948	35%	265,554	18%
	• 1994 Basic Direct Program Responders	95,424	3%	21,513	2%
	• Other 1993 & 1994 Media/Retail Responders	26,097	<1%	4,197	<1%
	• Mailed But Not Yet Responded	710,475	22%	156,814	11%
	• Not Yet Mailed	323,952	10%	83,030	6%
Competitive Generic/Store Smokers	Competitive Generic/Store Smokers Nationwide	315,159	10%	82,682	6%
	• 1994 Basic Direct Program Responders	33,460	1%	9,811	1%
	• Other 1993 & 1994 Media/Retail Responders	11,092	<1%	1,958	<1%
	• Mailed But Not Yet Responded	200,428	6%	49,779	3%
	• Not Yet Mailed	70,179	2%	21,134	1%

Competitive Smokers, Full-Margin

Segment	Description, Characteristics, & Call	Non-Menthol or Unknown		Menthol Smokers	
		Quantity	% Total Audience	Quantity	% Total Audience
Selected Competitive Full-Margin Smokers I	Full-Margin Smokers with Discount Share of Purchase	269,657	8%	187,012	13%
	• 1994 Basic Direct Program Responders	27,712	1%	14,543	1%
	• Other 1993 & 1994 Media/Retail Responders	8,378	<1%	4,194	<1%
	• Mailed But Not Yet Responded	159,387	5%	89,538	6%
	• Not Yet Mailed	74,180	2%	78,737	5%
	Full-Margin Smokers with Discount Consideration Set Mentions	571,029	18%	433,915	29%
	• 1994 Basic Direct Program Responders	38,129	1%	21,548	2%
	• Other 1993 & 1994 Media/Retail Responders	71,296	<1%	3,685	<1%
	• Mailed But Not Yet Responded	363,029	11%	241,525	6%
	• Not Yet Mailed	162,575	5%	167,157	11%
	Full-Margin Smokers with Self-Reported High Coupon Usage	673,078	20%	435,158	30%
	• 1994 Basic Direct Program Responders	2,247	<1%	929	<1%
	• Other 1993 & 1994 Media/Retail Responders	6,935	<1%	2,621	<1%
	• Mailed But Not Yet Responded	427,234	13%	247,847	17%
	• Not Yet Mailed	236,862	7%	183,761	12%
Total Selected Full-Margin Smokers	Selected Full-Margin Smokers	1,513,764	46%	1,056,085	72%
	• 1994 Basic Direct Program Responders	68,088	2%	37,020	2%
	• Other 1993 & 1994 Media/Retail Responders	22,609	<1%	10,500	1%
	• Mailed But Not Yet Responded	949,650	29%	578,910	40%
	• Not Yet Mailed	473,417	15%	429,655	29%
Total	All Full-Margin Smokers	4,425,529	-	3,325,723	-

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